

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:1569
ANSWERED ON:13.03.2002
DOLPHIN MOBILE SERVICE .
UMMAREDDY VENKATESWARLU

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) the subscriber base of Dolphin service in Mumbai MTNL;
- (b) whether MTNL is pursuing its price advantage with a well planned commercial strategy;
- (c) if so, the other steps MTNL propose to take to ensure that the price advantage of Dolphin service in Mumbai fetches good subscriber base;
- (d) the manner in which MTNL plans to ensure the level of service in the Dolphin scheme do not deteriorate; and
- (e) the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI TAPAN SIKDAR)

- (a) As on 8.3.2002 , Postpaid subscriber base - 76363 and prepaid subscriber base 10155.
- (b) Yes, Sir.
- (c) MTNL, Mumbai cellular mobile service has adopted a systematic advertising plan through display boards on more visible places like bus stops, bill boards, backside of buses etc. to ensure that dolphin service fetches good subscriber base in Mumbai.
- (d) & (e): Following steps are being taken to ensure that the level of service in the Dolphin Scheme does not deteriorate.
 - (i) MTNL is starting 26 more Base Transmission station (BTS) in Kalyan and Dombivli areas.
 - (ii) MTNL is starting a professionally managed call centre in order to answer customer queries.